



Shorthorn Association News



JULY 1962

SHARPEN YOUR PENCILS

By: Glen W. Symonds
Alcove Farms
Victoria, Illinois

Can you breeders of Shorthorns or Polled Shorthorns better your product through Performance Testing? From reports on testing programs all over the United States there are many of our breeders with the, "let George do it" attitude or they feel their product is beyond reproach. The long heritage of the Shorthorns, to grow fast, gives them a great advantage in the Testing Programs. However, this does not signify that all Shorthorns come out of Test Stations smelling like roses.

Last February there was a purebred Polled Shorthorn steer on the Peoria market. His carcass was evaluated for progeny work. His carcass was identified and followed through the Armour plant. He was "ribbed down" and there were a half dozen people looking at his carcass and talking "grade and yield." Passers-by made favorable comments and then wanted to guess as to his breeding. I wonder if other breeds usually get the credit for our good Shorthorn carcasses.

Here is some of the information on his carcass.—He was 460 days of age; he graded Choice; he had a carcass yield of 1.37 lbs. per day of age; he went into retail channels with no outside fat trim; his NET return was \$260.

Last March Chicago had a \$31.50 top on a load of prime steers. They averaged 755 days of age and GROSSED \$359.60.

REACH FOR YOUR PENCILS

The Peoria calf had a cheap cool feed all of his life and the Chicago steers were on a hot feed for well over one year. My pencil likes the Shorthorn by about 10c per day of age. How does yours?

Let's put more of our rapid growing, smooth, good yielding Shorthorns in *Performance Testing Programs, Bulls Test Stations and Carcass Evaluation Shows.*

Let's make John Q. Public say, "Shorthorn Carcass" when he takes a shot in the dark.

International Sale

Time to make nominations now.
Send your list to the Association Office.

SHORTHORN CALVES EXHIBITED

Many Chicagoans had their first glimpse of a baby Shorthorn calf during the Iowa Farm Fair in Chicago late in May. 35 Iowa farmers were in the Windy City to promote pork and outdoor cooking of meat. Iowa pork was featured at no price concession in 250 Jewel Tea Company stores of the area, and the Iowa farmers had exhibits and cooking demonstrations in four shopping centers of the city. The promotion was sponsored by the Iowa Swine Producers Association and the Marketing Division, Iowa Department of Agriculture.

Each exhibit featured baby farm animals—calves, pigs and lambs, and their mothers. A top quality Shorthorn cow with a fancy baby calf at side was furnished each exhibit by Otto Grosse, Northwood Blue Heather Shorthorn Farms, Cary, Illinois. Over 40,000 people visited the exhibit to see the animals, the demonstrations and to enjoy sample ham sandwiches.

Iowa farmers with the exhibits said the Illinois Shorthorn cattle were of such good quality that they were sure that Iowans would not mind claiming the cattle for a few days.

Iowa Marketing Division officials were high in their praise of Otto Grosse for furnishing top quality Shorthorns to complete the exhibits.

WELCOME...NEW MEMBERS

Shorthorn

Gilbert Lee Abbott.....Kiowa, Colorado
Charles Peddicord.....Williamsville, Illinois
William Bailey, (M.D.)..Veterans Administration Hospital.....Murfreesboro, Tenn.
Ernest Huggins & Son,Route 3, Franklin, North Carolina
Hiatt Bros.....%S. D. & Joe W. Hiatt, Ottawa, Kansas
Mr. & Mrs. Arthur Adcock...Virden, Illinois
Cedric Bettis, 402 Downing, Belton, Texas
Carl Bradshaw.....Grayville, Illinois
James T. McDonald,Preston, Iowa

Fuller & Sons.....Steamboat Rock, Iowa
John Robert Giddens.....Madison, Georgia
Our Yonder Farm,%James A. Nichols, P.O. Box 83, Rockport, Indiana
James & Mary Spry & Son.....Route 3, Newland, North Carolina
Willie Gene Russell,Route 1, Cerro Gordo, Tennessee
Olin Harris.....2206 So. 47th Street, Temple, Texas
Mr. or Mrs. Kenneth Goos or Survivor, Taylor, Nebraska

Polled Shorthorn

William Reznicek & Son.....Route 1, Chesterfield, Illinois

J. Paul Nickell,P.O. Box 160, Centerville, Tennessee

JUNIOR MEMBERS

Shorthorn

William Nelson, Route 4, Geneseo, Illinois
Michael John Ulrich,Luray, Kansas
Fred C. Cunningham, Jr., Philadelphia, Mo.
Glen T. Vergeront,Box 877, Polson, Montana
Jane Biles,217 Bennett, Chandler, Oklahoma
Edward L. Williams,Route 2, Box 20, Fletcher, Oklahoma
Donald Allen,Route 1, Homer, Illinois
James Robert Allen,Route 1, Homer, Illinois
James Middleton,Route 1, Maple Park, Illinois
Jean Slater,Augusta, Illinois
Paul Buchanan,Northwood, Iowa
Roger L. Meyer,Route 3, Hampton Iowa
Bill LaSalle,Clayton, Kansas
Gary Kitchens, 245 North Sunrise Drive, Bowling Green, Kentucky

Terry Kitchens, 245 North Sunrise Drive, Bowling Green, Kentucky
Roger Leonhardt,Route 2, Hastings, Nebraska
John Miller,Elmwood, Nebraska
Nancy Miller,Elmwood, Nebraska
Kenneth A. Gazce, 7378 Old Pacific Highway, North Castle Rock, Washington
Jim Peterson,Edwall, Washington
Ralph Adcock,Virden, Illinois
Lowe Bros.,Pittsfield, Illinois
Bill Manke,Route 3, Raffel Road, Woodstock, Illinois
Wayne Small.....Shelbyville, Illinois
Rex William Griffith,Route 3, Montrose, Missouri
Don Wesley Hooper,R.F.D. 2, Box 140, Fletcher, Oklahoma
Bill Raser,Route 1, Allen, Texas

Polled Shorthorn

Bronna Mulder, Route 4, Easton, Maryland

MEMBER
AMERICAN
SHORTHORN
ASSOCIATION



1962

INSTRUCTIONS

Remove wax and dirt from surface before applying decals. Soak for a few seconds in water until the decal slides free on backing sheet. Moisten surface to which decal is to be transferred. Transfer decal, face towards you, into desired location. Press out bubbles with blotter.

When transferring decal on inside of window. Do same as above except that you transfer the decal FACE TOWARDS THE GLASS. Remove glue from entire surface.

CATTLE

For Sale

Charles W. Burns, Rocky Branch Farm, Lesage, West Virginia, 10 registered, Polled Shorthorn cows with calves at side.

NEW BUYERS FILE

ALABAMA

Kimbrough, T. E., Route #1, Tuscumbia
1 SM

ARKANSAS

Sowell, Shineli, Center Ridge—1 PM
Nutt, William, Route #1, Box 135, Bearden
1 PM
Provost, Richard, Marked Tree—2 PF &
1 PM
Trafford, John, 6001 Asher Avenue, Little
Rock—6 PF

CALIFORNIA

Ramos & Ryerson Cattle Co., Box 417,
Klamath—3 SM
Schriever, Fred, 38618 North 20 St., Palm-
dale—2 SF
Selby, Jenett, Marie, 3500 Fair Oaks Blvd.,
Sacramento—1 SM
Selby, Ronnie Carl, 3500 Fair Oaks Blvd.,
Sacramento—1 SM
Grohl, John B. Jr., 235 School St., Oakdale
1 SM

COLORADO

Wamsley, T. M., Jr., Arapahoe—1 SM
Schroeder, John F., Ft. Morgan—2 PF

GEORGIA

Moore, Charles L., Nashville—1 PM
Sunshine Farm, Route #2, Box 183, Millen
1 PM
Summer, Carl, Wrightsville—1 PM
Summer, Joe, Wrightsville—1 SF
Hemphill, William T., Ila—1 SF
Dyer, James, Route #2, Hiawasse—1 SM
Strickland, Ernest S., Route 1, Jesup—1 PM

IDAHO

Foley, Wayne, Kamiah—1 SM

ILLINOIS

Clark, George T. & Augusta, Mt. Sterling
5 SF & 1 SM
Benson, Susan Kay, Sycamore—1 SF
Meyer, Martin L. & G. Weldon & John E.
Schuette—1 SM
Livingston, H. C., RR. #2, Canton—8 PF
Marshall, Henry, Avon—1 SM
Johnson, Edwin J., Cissna Park—1 PM
O'Bryan, JoAnn, Geneseo—1 SF
Jones, Mariet Anne, Aurora—1 SF
Funderburg, George, New Holland—1 SM

Tomlinson, Paul J., Macon—1 P.M.
Hall, Floyd, Easton—1 PM
Crawford, Rick, Route #2, Sullivan—1 SF
Pate, Kerry L., Arthur—1 SF
Behrendt, Alvin, Port Byron—1 PM
Kunz, Edw., P.O. #5, Springfield—1 PM
Overton, Richard L., Winchester—1 PM

INDIANA

Indiana Hill Stock Farm, RR 1, Yorktown
1 SF
Rea Brothers, Route 2, Connersville—1 SF
& 1 PF
Allison, Robert, R.R. 2, Shirley—1 PM
Michael, J. O., Warren—1 SM
Fleener, Merle, Unionville—1 SM
Burton, Harold L., Kentland—3 PF
Hornsby, Lomon, RR 2, Rising Sun—1 PF
& 1 PM
Hoppins, James & Jack, Route 3, Rockville
1 SF
Lee, Nelson, Route 3, Liberty—1 PM
Clodfelter, Beth Ann, Greencastle—1 SF
Breezely, O. F., RR 1, Cayuga—1 PM
Atkinson, Joe, Pine Village—1 PM
Grapier, Alvin H., Lynnville—1 SM

IOWA

Brainard, Glen, Adair—1 SM
Moore, Vernon, Corning—1 PM
Burrell, Robert, Route 1, Ogden—1 SM
Kjohede, Cyril & Son, Alta—1 SF
Ackerman, Laverne, RFD, Atlantic—2 SF
Pullen, Stanley M., Spencer—1 PM
Schumann, Emery S., Spencer—1 PF &
2 PM
Quandt, Melvin, Schleswig—1 SM
Pries, Mrs. Glewn, Spirit Lake—1 PM
Johnson, Darrell, Jamaica—1 SM
Butler, Jerry L., Eldora—1 SM
Haman, Gary, Iowa City—1 SF
Livingston, W. Ross, Iowa City—1 PM
Garnmeister, Elmer, George—1 SM
Anderson, Frances, Fremont—1 PM
Hanson, Carl R., Villisca—2 PM
Woods, Dean W., Red Oak—1 SM
Riedemann, Kenneth & Son—Hartley—
1 SF
Frey, Clarence, Melvin—1 PM
Richards, Clark, Shenandoah—1 SM
Poduska, Gerald, Pocahontas—1 PM

NEW BUYERS FILE

Kain, Clyde & Cloman, Runnells—1 SM
 Haugh, Max & Sons, Underwood—1 SM
 Ehwegen, Leonard Von, Sac City—1 PM
 Fara, Geo W., Hawarden—1 SM
 Wilson Farms, Box 86, Nevada—5 SF &
 1 SM

Carlson, Robert E., Smithland—1 SM
 Fitchner, Ronald, Anthon—1 SM

KANSAS

Vandeloo, Leonard J., RFD #1, Huron—
 1 SM

Ford, John H., Medicine Lodge—1 PM

Ullom, Frank L., Minneola—2 PF

Kelly, Glen, LeRoy—1 SM

Mulanay, Kenneth, 1418 Kuney, Abilene
 1 SF

Mulanay, Lyle V., Abilene—1 SF

Nesser & Hilliard, Montezuma—1 PM

Crottinger, Lloyd, Jetmore—1 PM

Jameson, Donald L., Route 3, Holton—1
 SF

Trapp, Weldon D., Sylvan Grove—1 SM

Nielsen Bros., Americus—1 SM

Price, H. Byers, Route 2, Reading—2 PM

Eastwood, Lester, Summerfield—1 SM

Everhart, Clarence, Ransom—1 SM

Leichtler, Vene L., Clayton—1 SM

Harrison, Jeffery, Natoma—1 SF

Struss, A. S. & Dietrich, Wakeeney—1 PM

Schlup, Bob, 3236 No. 63 Rd., Kansas City
 1 PF

KENTUCKY

Carroll, L. P., Access—1 SM

Ambrose, B. Sterling, Route 1, Whiteville
 7 SF & 1 SM

Kelley, J. O., Route #3, Flemingsburg
 1 SM

Nelson, Sam, Elizabethtown—1 PM

Vance, Charlie, Pike View—1 SM

Cleveland, H. S. & Robert, Pleasureville
 1 SM

Pemberton, Gramison, Route #2, Huston-
 ville—1 SM

Langley, B. L., Providence—1 PM

LOUISIANA

Goins, D. R., Route 3, DeRidder—4 SF &
 2 PF & 2 PM

MARYLAND

Evans, John H., Lonaconing—1 SM

MICHIGAN

H. D. Hudson Manufacturing, Fennville
 1 SM

Selle, Herbert, Au Gres—1 PM

Behr, Herbert, Route #3, Albion—1 PM

Garden Cattle Company, Garden—1 SM

King, Elwood D., Grand Ledge—2 SF &
 2 SM & 1 PF

Braman, Dick & Son, Route #1, Ashley
 3 SF

Keillor, Clayton, Bad Axe—1 PM

Day, W. C., 7650 Dutch Road, Saginaw
 1 SM

Fuoss, Harry, Durand—3 SF & 1 SM &
 1 PF

MINNESOTA

Rolf, Werner & Kenneth, Norwood—1 PM

Roll, John, Windom—1 SM

Quam Bros., Evansville—1 SM

Cross, J. H. & Son, Mora—1 SF

Kooiman, Peter, Chandler—2 SM

Potter, Maynard & Son, Lamberton—1 PF

Behr Bros., Luverne—1 SM

Brein, Leif, Warroad—1 PM

MISSISSIPPI

De Lapp, Nancy B., Route #1, McCarley
 1 PM

Shows, Lydia Lou, P. O. 434, Collins—5
 SF & 1 PF

Terrell, C. E., McCall Creek—1 PM

Hearn, J. N., Tchula—1 SM

McPhail, Billy K., Route 1, Carthage—1 PM

Peoples, R. P., Walnut Grove—1 SM

Sawford, Travis, Mantee—1 PF

MISSOURI

Smith, Roy H., Amsterdam—1 PM

Bradley, Norman K., Stoutland—1 PM

Faes, C. W., Dalton—1 PM

Lewis, Bert, Londell—1 PF

Lewis, V. E., Robertsville—1 PF

Griffith, Rex William, Route #3, Montrose
 1 SF

Arnmeier, Kirby, Higginsville—1 PM

Mur-Bill Shorthorn, Waverly—1 SF

Henderson, Paul, Monticello—1 PM

Bartholmew, E. L., R R 4, Macon—1 PM

Howard, Joseph, Palmyra—1 SM

Myers, Wilfred & Sons, Palmyra—1 SM

Gibler, Fred, Route 2, Madison—3 PF &
 1 PM

Hoepken, Orlin, Pickering—1 SM

Smallwood, Forest, Frankford—1 PM

Hull, William B., Weston—1 SM

Clevenger, Garnett L., Route #2, Lawson
 1 SM

Swearingen, Alan A., Gorin—1 SF

Swearingen, Tony W., Gorin—1 SF

MONTANA

Rippberger, Richard C. & Betty L., Route
 4, Kalispell—1 SM

Rippberger, William E., Route 4, Kalispell
 1 SF

Wagner, Ruebin, Circle—2 SM

Sutley, W. F., Florence—1 SM

NEBRASKA

Fox, Donald, Albion—1 SM

Roth, Jake, Butte—1 PM

Day, Dewey, Route #3, Kearney—1 PM

Edwards, F. M., Dwight—1 PM

Hottovy, Adolph E., Dwight—1 PM

Romshek, George, Bellwood—1 PM

Elm Brothers, Genoa—1 PF

Zessin, Arthur & Sons, Madison—1 SM

Meyer, Ervin, Osmond—1 SM

Peach, Henry, Monroe—1 PM

Lorenz, Henry, Tobias—1 PM

Soukup, Tony L., Morse Bluff—1 SF

Flake, Glenn, Herman—1 PM

NEW BUYERS FILE

NORTH CAROLINA

Buchanan, C. B., Minneapolis—1 SM

NORTH DAKOTA

Wells, C. F. & Sons, Brinsmade—1 SM
 Erickson, Jerroll P., Maxbass—1 SM
 Sandbeck Bros., Kindred—1 PM
 Gimbelman, Harold, Fullerton—1 PM
 Shepherd, Charles, Hazelton—1 SM
 Asleson, Gerald, Niagara—1 SM
 Elichele, Gordon, Robinson—1 SM
 Guthmiller, Reinhold, Lake Williams—1 SM
 Williams, Earl, Alfred—1 SF
 Tweeten, Ernest H., Washburn—1 SM
 Guenther, Art, Judson—1 SM
 Smith, Max, Huff—1 PM
 Weigel, Robert, Judson—1 SM
 Lasher, Duane, McClusky—1 SM
 Kadrmes, Alphonse, Gladstone—1 PM
 Docter, Marvin, Medina—14 SF
 Perleberg, Art, RFD 3, Jamestown—1 SM
 Cookman, Wayne, Bisbee—1 SM
 Miller Sister, Blanchard—2 SF
 Emerson, Oscar E., Fordville—1 SM
 Vangness Bros., Fordville—1 SM
 Wiste, LeRoy, Adams—1 SM

OHIO

Faircroft Farms, Belmont—1 PF
 Shunkle, John, Higginsport—1 SF
 McLarnan, David & Daniel, Route 1, Wal-
 hond—1 PF
 Gilmore, Mary M., Versailles—1 PM
 Boyer, Margaret, Carroll—1 PM
 Courtright & Hines, Lancaster—1 SF & 3
 PF
 Courtright, Teresa Ann, Amanda—1 PF
 Courtright, William H., Amanda—1 PF
 Hartman Farms, Millersport—3 PF & 2 SF
 Hisor, Curtis, Milledgeville—1 PF
 Hockenbroch, George, Washington C. H.
 1 PM
 Gorilius, Cleon, Grove City—1 PM
 Lincoln, Murray D., Gahanna—3 PF & 2 SF
 Graton, Chadwick J., Route #1, Box 239,
 Chardon—1 SM & 1 SF
 Lowe, Fred, R R #1, Dunkirk—1 PM
 Fairfield Farm, Millersport—6 PF
 Reigel, Bob, Jackson—1 SF & 1 PF
 Overturf, Donald E., Centerville—1 SF
 Walter, E. K., Fredricktown—3 PF
 Kyle, Clyde F., Route #2, Utica—1 SM
 Culver, Dale, Morral—1 PF
 Crary, Reed, Long Bottom—1 SF
 Pittenger, Warren & Son, Route #7, Lex-
 ington—3 SF
 Fitz, Alan, Route #1, Philo—1 PF
 Fry, Curtis, Trinway—1 SF
 Coyle, Charles J. & May E., Route #6,
 Caldwell—1 PM
 Hines, George, Hemlock—1 SM
 Klass, W., Route #2, Thornville—1 SF
 Bitzer, George, Chillicothe—1 PF
 Pontius, David, Adelphi—1 PM
 Hoy, J. A., Route 3, Wooster—1 PM

OKLAHOMA

McAlary, Billie, Vici—1 SF
 McDonald, Ray, Eldorado—2 SF

OREGON

Timberlane Farms, Molalla—1 PM

SOUTH CAROLINA

McDonald, Ed. J., Route #1, Simpsonville
 1 SM
 Crawford, J. W., Route #3, Box 192, Clin-
 ton—1 PM

SOUTH DAKOTA

Myers, Iden, Bukwana—2 PM
 Bauer, Godfred, Herreid—1 SM
 Zylstra, Lawrence, Geddes—2 PM
 Sutton, Helen, Morrilton—1 SM
 Vilhauer, Harvey C., McIntosh—1 SM
 Wishard, Ralph, Timber Lake—2 SM
 Bobeldyke, Anna, Armour—1 PM
 Fink, Emil, Delmont—1 PM
 Blumhardt, Theo., Roscoe—1 SM
 Geranen, Dayton E., Mina—4 PF
 Vogeler, John W., Faulkton—1 SM
 Akartz, Leo, Revillo—1 SM
 Determan, Paul, Dallas—1 PM
 Rolf, Herman, Herrick—1 PM
 Seih, Fred H., Herrick—1 PM
 Hoffman, Oscar, Harrold—2 SM
 Holte, Lawrence, Nunda—1 PM
 Erickson, Albert, Canistota—1 PM
 Glanzer, John D., Bridewater—1 SM
 Nohrenberg, Paul, White River—1 SM
 DeWitt, Mr. & Mrs. Wood, Sioux Falls
 1 SM
 Wright, Larry L., Brandon—1 SM
 Rolstad, Albert, Route 3, Sisseton—1 SM
 Lambert, Ellair & Sons, Artesian—8 SF
 Stern, Ralph L., Conde—1 SM
 Foster, Bernard & Marie, Millboro—1 SM
 Kropinske, Theo., Centerville—1 PM
 Lauritsen, Stanley, Hurley—25 SF
 Meyer, Dan & Dorothy, Chancellor—1 PF
 Moore, Arthur & Sons, Centerville—1 SM
 Westergaard, Chris, Viborg—1 PM

TENNESSEE

Milton, Houston, Huntingdon—2 SF
 Sutton, Mike, Route #3, Cosby—1 SF
 Long, Sam, Tennessee City—1 SM
 Hendry, G. G., Midway—1 PM
 Wilder, Rita & Lois, Route 2, Powell—1 SF
 Moss, T. E., Route 5, Clarksville—1 PM
 Gwaltney, Ebb, Union City—1 PM

TEXAS

Hayes, E. A., Pleasanton—1 SM
 Woods, Roy Earl, Smithville—1 SF
 Goldinig, W. L., Box 227, Beeville—15
 SF & 1 SM
 Turner, O. F., Iredell—1 SM
 Woody, A. D., Iredell—1 SM
 Oaks, Harvey, 1019 Foster, College Station
 1 SM
 Rauschuber Bros., Valley View—2 SF
 Hode, Cecil, Gatesville—1 SM
 Seward, W. D., Purnela—1 SM

NEW BUYERS FILE

Carpenter Ranches, Dallas—7 SM
 Trinity Valley Cattle Co., Dallas—17 SM
 Wende, Bill, 1 Star Route, Cisco—1 SM
 Tibley, Lynn, Rout e#1, Ennis—1 SF
 Cason, C. B., RR 1, Chandler—1 SM
 Ramirez, R. R. & Son, 1104 Cynthia Dr.,
 Alice—1 SM
 Massirer, A. W., Route 2, Crawford—1 SM
 Reagan, G. P., Tilden—1 SM
 Reynolds, Orville W., Route 1, Nocoma
 1 PM
 Chapman, Dorothea, Box 238, Crowley—1
 SF
 Memke, L. L., Hempstead—1 SM
 Kokes, Marvin, Route 2, Taylor—1 SF
 Wilke, Calvin, Round Rock—1 SM
 Meadoes, L. T., Jr., Paradise—1 SF

VIRGINIA

Greenlee Farm, Charlottesville—9 SF &
 2 SM & 1 PF
 Black, Moffitt, Stuart's Draft—1 SM
 Entsler, Glenn M., Route #1, Crimora—1
 PF & 1 PM
 Key, John, Route #1, Bedford—1 SM
 Anderson, Norman R., Gore—1 PM
 Boyce, Roy R., Clear Brook—5 PF
 Nicholson, Weldon S., Clear Brook—1 PF
 Sager, R. P., Star Tannery—1 PM
 Dickson, Walter, Purcellville—1 PF
 Marriott, Paul M., Middleburg—20 SF &
 2 SM & 3 PF
 Hawk, Thomas R., Dabneys—1 SF

WASHINGTON

Inman, Everett I., Castle Rock—2 SF
 Richards, Walter, Route 1, Castle Rock
 1 PF
 Carr, Lory, Route 1, Port Orchard—2 PF
 Bowers, H. W., Winlock—3 PF & 1 PM
 Johnson, Leea R., Route 2, Centralia—1 SM
 Kelley, N. S., Route 2, Centralia—6 PF
 & 1 PM
 McKnight, Henry J., Star Route, Vader
 2 PF
 Russell, Richard, Mossy Rock—2 SF & 1
 SM & 1 PF
 Keno Bros., Fairfield—1 PM
 Sprenger, Howard H., Route 2, Box 220,
 Zillah—1 SM

WEST VIRGINIA

Thomason, Elza, Box 65, Culloden—1 PM
 Erskine, Mrs. Dorothy, Route 2, Box 210,
 Ronceverte—10SF
 Workman, Waldo, Clintonville—4 SM
 Scanlan Properties, Ronny—5 PF & 1 PM
 White, F. M., Charles Town—7 PF
 Compton, S. M., Upper Tract—2 PM

WISCONSIN

Duha Brothers, Steuben—1 SM
 Gauger Bros., RFD #4, Box 411, Burling-
 ton—1 SM

WYOMING

Morgan, Sam, Savery—5 SM

CAUGHT WITH YOUR PROFITS DOWN?

Maybe this is what you are doing wrong.

A man lived by the side of the road and sold hot dogs.
 He was hard of hearing so had no radio.
 He had trouble with his eyes so he read no newspapers.
 But he sold good hot dogs.
 He put up signs on the highway telling how good they were.
 He stood by the side of the road and cried: "Buy a hot dog, Mister."
 And people bought.
 He increased his meat and bun orders.
 He bought a bigger stove to take care of his trade.
 He got his son home from college to help him.
 But then something happened . . .
 His son said, "Father, haven't you been listening to the radio? There's a depression on.
 The European situation is terrible. The Domestic situation is worse."
 Whereupon the father thought, "Well, my son's been to college, He reads the papers and he
 listens to the radio, and he ought to know."
 So the father cut down on his meat and bun orders.
 Took down his advertising signs,
 And no longer bothered to stand out on the highway to sell hot dogs.
 And his hot dog sales fell almost overnight.
 "You're right son," the father said to the boy,
 "We certainly are in the middle of a great depression."

(Nebraska Real Estate Bulletin)

NOTICE OF PENALTY APPLIED TO TATTOO CORRECTIONS

Please be advised of the Board action taken in their July 13th meeting concerning the tattoo identification of Shorthorn and Polled Shorthorn cattle.

"A penalty of \$3.00 is invoked for changing a tattoo number on registry certificates, the penalty to be assessed to the person who recorded the calf."

This action was brought about by the sloppy tattoo practices which are becoming increasingly prevalent. Our records show an alarming number of new buyers returning certificates for tattoo correction, and along with the tattoo correction request, an expression of concern in not being positive in their own minds that they actually have received the proper animal.

It is suggested that each of you selling an animal positively identify them by their tattoo prior to selling. It was the consensus of opinion of the Board of Directors that animals presented at an auction sale, improperly tattooed, should not be allowed to sell and transfer of the pedigree be held until positive proof is furnished. It is the sincere desire of the Board of Directors and Officers of the Association to sufficiently call this to the attention of our breeders to absolutely eliminate any further confusion regarding tattoo identification.

American Shorthorn Association

POLLED BEEF SHORTHORN COMMENTS

By: L. H. McDaniel
Turlock, California

There has been some talk among the Polled Beef Shorthorn breeders in California, Arizona and Nevada about problems that arise with their comparatively new breed of Polled Beef Shorthorns having to compete at shows and fairs with the Scotch Beef Shorthorn, which is one of the oldest of all the major beef breeds. In some of the larger Eastern fairs, separate classes are provided for Polled Beef Shorthorns—however to the writers knowledge no Western fairs have such an arrangement.

In a discussion of this problem some breeders have expressed their feeling the Polled Beef Shorthorn breeders should have an organization of their own, separate from the California Shorthorn Breeders Association. Others have felt it better perhaps to have some sort of Polled Beef Shorthorn Club as a subsidiary of the state association. Still others have felt each Polled breeder should "go it on his own" and not be associated with any group.

Several years ago at a California Shorthorn Breeders Association meeting at Red Bluff the writer thought Ray Bancroft came up with a good idea to help the Polled Beef Shorthorn breeders in show competition with the horned breeders when he proposed that the association help set up a double ribbon award system at shows where both Beef Shorthorns and Polled Shorthorns competed. He suggested both breeds compete together and ribbons be awarded as the animals stood, 1st, 2nd, 3rd, etc., and the Polled Beef Shorthorns be awarded ribbons—a 1st to the top polled in the class, a 2nd to the next polled, etc. Bancroft's idea fell on deaf ears—but later on, some of the Polled Beef Shorthorn breeders began to accept this idea as a good one.

In my opinion there are several things wrong with the attempt to have a separate Polled Beef organization. In the first place there are not enough Shorthorn breeders in our three contingent states to promote and carry on a successful association of their own. There are just barely enough working active breeders in both branches of the breed in these three states to pay the promotion bills and keep these breeders before the buying public. Shorthorn breeders both horned and polled, have got to stick together, and pull together for breed survival.

The second suggestion, a Polled Beef Shorthorn Club, a subsidiary organization, has some merit. This would be only true if one of the requirements was that all its members must also be paid members of the California Shorthorn Breeders Association. In this way all Shorthorn breeders would be equally promoting their breed—plus the fact that the Polled Beef Shorthorn breeders, thru their club, could handle all promotional activities pertinent to their polled cattle.

Each member trying to "go it on his own" is not the way to promote anything. What would happen if General Motors, for example, did not advertise their many makes and models of quality cars, but left it up to the individual local distributor? In these days of beef breed competition, one single breeder cannot produce sufficient quality bulls to satisfy the demands of the commercial range bull buyer. You must promote, (advertise) to get buyers, and buyers eventually make breeders, and breeders make more cattle available. The more quality cattle available at reasonable prices, the more buyers will want them. Two things are necessary, quality and quantity. One breeder cannot supply enough of both.

Most Polled Beef Shorthorn breeders who exhibit at shows, would be happy if the double ribbon award system could be used where representatives of both branches of the breed are exhibited and it is asking too much to expect the show management to set up separate classes for both breeds.

We cannot afford a split between the Polled and Scotch Beef Shorthorn breeders in California or anywhere else. We have seen differences of opinion between two types within one breed of dairy cattle and the same arise between polled and horned cattle in a popular beef breed and in both instances no one profited—actually, these breeds both lost prestige.

Let all pull together—in the same direction and in unison. Lets consider the problems of each branch of the breed—give a little here and there and work together for a common cause.

(Reprinted from the California Shorthorn News)

The American Shorthorn Foundation Has Received Donations from the Following People Since Publication of the June Issue of The Shorthorn Association News:

Henry Dietz,Wakeeny, Kansas
Hawkins Cattle Co., Hollister, California
G. W. Landis,Smycolanda Farms,
Ninety Six, South Carolina

H. D. McGowan,%Maclyn Plantation,
Albany, Georgia
A. T. Rigsby,Sale City, Georgia
Tomson Bros.,Wakarusa, Kansas

The Following People Have Pledged To The American Shorthorn Foundation:

Hi Ho Farms,Phoenix, Maryland
Northwood Blue Heather Shorthorns,.....
Cary, Illinois

True Buckmaster,.....Portland, Indiana
Redford Gardhouse,.....Milton, Ontario
Von Ber Mar Farms, ...Vaughn V. Moore,
Lenox, Iowa

Malcolm Tucker & Son....Chrisman, Illinois
Acadia FarmsNorthfield, Ohio
Lomas FarmsVillisca, Iowa
Jack Reed,DeWitt, Iowa
Ralph Bivin,Waverly, Illinois
William Gavin,Monmouth, Illinois
Archwood Farm,The Plains, Virginia
Northwest Farm,%Dr. Donald Hebb,
Butler, Maryland

L. H. McDanielTurlock, California
John Shuman & Sons....Deertrail, Colorado
Winkler Cattle Company, Castle Rock, Colo.
Steve Hunn,Parma, Michigan
J. C. Eller,Culpeper, Virginia
Marion Mackey,.....Clarksville, Missouri
Dr. & Mrs. Glenn R. Miller, Hannibal, Mo.
J. McKenny Willis, Jr., Easton, Maryland
Colburn & Karst,Harrisonville, Missouri
George C. Bohl,Chattanooga, Oklahoma
Ray & Gerald Clodfelter, Greencastle, Ind.
C. B. Teegardin & Sons,Ashville, Ohio
Wilson Bros., ...Lewisburg, West Virginia
Glenn Mangold,Auburn, Illinois
Orville & Katherine McLaughlin,.....

Muscotah, Kansas
Earle C. Moody Farms,....Dothan, Alabama
Charles Ewald & Son.....Waldorf, Minn.
Shagbark Farm,.....Alexandria, Kentucky
Richard S. Irwin,Rebel Farms,
Sandersville, Georgia
Ben G. Studer,Wesley, Iowa
The C. F. Ranch, Corrie & Fred Tilden,
Winter Garden, Florida
Charley Apperson,Madison, Alabama

Don C. MillikenElbert, Colorado
Alpine Farms,John Bertz,
Lexington, Missouri

Steve & Babe Treadway,Lewis, Kansas
Denzil Bynum & Son,....Eldorado, Oklahoma
Roy D. Dedmon,....Shelby, North Carolina
Cooper FarmsNoblesville, Indiana
Harry Lee Waterfield, Hickmandale Farm,
Clinton, Kentucky

Scofield Ranch, Frank & Vernon Scofield,
Austin, Texas

Pennsylvania State University, H. R. Purdy,
University Park, Pennsylvania

Charles & Lorraine Augustine, Hiland Acres,
Lake City, Minnesota

O. H. Deason & Son, Fort Cobb, Oklahoma
Redwood Ranch, Ron Frame....Belpre, Ohio

Franklin Morrison.....Odessa, Missouri
John T. Richardson,.....Clayton, Indiana

Arnett J. Gordin & Son, Homestead Farms,
Cedarville, Ohio

James G. McLean,Black Belt Farm,
Montgomery, Alabama

Clarence A. Dorman,Sidney, Nebraska
Rancho San Antonio,E. C. Shumaker,
San Juan Bautista, California

A. O. Borstad,Moorhead, Minnesota
Joe White,Noblesville, Indiana

Philip J. Sauer & Sons....Sanborn, No. Dak.
The Bruce W. Hancocks, Sourwood Farms,
Stone Mountain, Georgia

Pete Jakob,Brainard, Nebraska
James E. Swisher,Levels, West Virginia

J. L. Adams,.....Dothan, Alabama
T. W. Lyman,Keldron, South Dakota

Wm. C. Nolan,Talla Bena Plantation,
Tullulah, Louisiana

Monroe A. Starr & Sons, Connersville, Ind.
Miller Sisters, ...Blanchard, North Dakota

Alcove Farms,Glen Symonds,
Victoria, Illinois

Johnson Bros.,Atlantic, Iowa

Consider the Hammer! "It keeps its head. It doesn't fly off the handle. It keeps pounding away. It finds a point, then drives it home. It clinches the matter. And it is about the only 'knocker' in the world that does any good."

(Linda Miller)

Question: Why did the little boy put the cow in the reducing machine?

Answer: He wanted a milk shake.

(Boys' Life)

"COW CHIPS"

By: Ted L. Aegerter
Fieldman

Last week found this fieldman in the Badlands of South Dakota helping organize a new feeder calf sale. The following information was gathered "straight from the horses' mouth." One of the consignors to this new Shorthorn Feeder Calf Sale, which incidentally will be known as the Black Hills Shorthorn Feeder Calf Sale, is John Catron, Camp Crooke, South Dakota. A one time school teacher in Iowa, this shrewd businessman runs his cattle and sheep operation over 56,000 acres of grass. While driving through his commercial herd he told the following story, backed up by actual scale weights from a newly installed scale on his ranch.

He turned a Shorthorn bull, a Hereford bull and an Angus bull, all two years old, with 120 head of commercial Hereford cows. 105 calves resulted from this mating. The Shorthorn bull sired 47 calves with an average weaning weight of 330 pounds to total 15,510 pounds at marketing time. The Hereford bull sired 34 calves that averaged 306 pounds for a total of 10,404 pounds of marketable beef. The Angus bull sired 24 calves that averaged 313 pounds for a total of 7,512 pounds. To this businessman-rancher the investment in the Shorthorn bull represented a tremendous margin of profit over the competitive bulls.

Cattle feeders take note; the above Shorthorn bull was the top performance tested bull in a recent Iowa Bull Test Station Sale. His progeny, the above Shorthorn-Hereford crossbreds that made the record for Catron, will be in the Black Hills Shorthorn Feeder Calf Sale. They and other crossbreds consigned to this sale can help you make money in your feedlots in the coming year. Interesting information, don't you think?

JUNE

LEADING TEN Registrations

- | | |
|-------------|---------------|
| 1. Illinois | 6. Virginia |
| 2. Iowa | 7. Nebraska |
| 3. Kansas | 8. Indiana |
| 4. Missouri | 9. California |
| 5. Georgia | 10. Colorado |

Increase Over Same Period Last June

- | | |
|----------------|------------------|
| 1. Virginia | 6. South Dakota |
| 2. Missouri | 7. Nebraska |
| 3. Kansas | 8. West Virginia |
| 4. Georgia | 9. California |
| 5. Mississippi | 10. Montana |

Dues Paid—1962

- | | |
|-------------|------------------|
| 1. Illinois | 6. Texas |
| 2. Iowa | 7. Nebraska |
| 3. Indiana | 8. Ohio |
| 4. Kansas | 9. Kentucky |
| 5. Missouri | 10. North Dakota |

COMING EVENTS...August

- August 4 —Kansas Shorthorn and Polled Shorthorn Field Day and Picnic. Echo Valley Farms, Ralph and Jim Collier, Alta Vista, Kansas.
- August 4 —Montana State Fair, Great Falls.
- August 6-11—Midland Empire Fair, Billings, Montana.
- August 9-15—Ozark Empire Fair, Springfield, Missouri.
- August 10-11—Mississippi First Stocker and Feeder Calf Show and Sale, Jackson.
- August 10-19—Illinois State Fair, Springfield.
- August 10-19—Wisconsin State Fair, Milwaukee.
- August 12-16—North Iowa Fair, Mason City, Iowa.
- August 12-19—All Iowa Fair, Cedar Rapids, Iowa.
- August 16-20—Sioux Empire Fair, Sioux Falls, South Dakota.
- August 16-28—Missouri State Fair, Sedalia.
- August 17-26—Iowa State Fair, Des Moines. Shorthorn judging, August 24th.
- August 18-25—Lake County Fair, Crown Point, Indiana.
- August 20-25—Colorado State Fair, Pueblo.
- August 20-25—West Virginia State Fair. Shorthorn judging, August 22nd.
- August 24-September 3—Michigan State Fair, Detroit.
- August 24-September 3—Ohio State Fair, Columbus. Shorthorn and Polled Shorthorn judging, August 28th.
- August 25-September 3—Minnesota State Fair, St. Paul.

Shorthorn Lassie News

NATIONAL MEMBERSHIP CONTEST

By: Ella Marie Lausen
Austin, Minnesota
National Membership Chairman

There is no one month that can be especially labelled Membership Month for the Shorthorn Lassies. Every month is a *Membership Month*. But there is one time during the year we need to call special attention to the Membership Contest sponsored by the National Shorthorn Lassie Board of Directors.

There will be TWO \$50.00 awards offered to the State Chapters increasing their membership **BY THE GREATEST NUMBER** from November 1, 1961 to November 1, 1962. If your chapter had a membership of 1 to 25 on November 1, 1961, you will be eligible for one of the \$50.00 awards. States eligible to compete in this contest are: Arkansas, California, Florida, Kentucky, Louisiana, Michigan, North Dakota, Oklahoma, Western (Colorado) and Wisconsin.

There will be TWO \$100.00 awards offered to the State Chapters increasing their membership **BY THE GREATEST PERCENTAGE**. If your chapter had a membership of 25 or more on November 1, 1961, you are eligible to compete for the \$100.00 awards. States eligible to compete for these awards are: Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, Ohio, South Dakota, Tennessee, Texas and Washington.

Should there be more than one chapter within the state, operating as a single unit and the membership not required to enroll in the State Chapter, the membership will be combined and the award prorated if won.

The awards will be presented at the Shorthorn banquet held during the International Livestock Show in Chicago in November.

Shorthorn enthusiasm and interest is at an all time high. We, as Lassies, are joining with our state associations in an all out effort to get those Shorthorn calves registered. This is the time for Field Days and Picnics. The Fair Season is fast approaching. Could there be a better time to increase our Shorthorn Lassie membership? And to add members to our state association as well.

One of our state chapters used this statement in a letter to their membership. "Would you be willing to pay 17c a month to advertise the product you raise? By paying your dues of \$2.00 per year you become a member of the state and national Lassie organization." What a small amount to pay for the advertising we can get. As we look at the record and at our own chapter activities, we can see that we are in the advertising business. Now let us think of doubling and tripling our membership and with those additional 17c per month think what we could do.

A program is planned for education, stimulation and inspiration. It can have any one aim or all three combined in each program, but no matter which, we will agree that membership is important above all else.

Membership is the responsibility of every present Shorthorn Lassie member. Is your chapter growing? What are YOU doing to help it to grow? Is "1000 in '62" too much to ask for a Shorthorn Lassie membership goal. I think not.

REGISTRATION AND TRANSFER COMPARISONS

June 30, 1962

	Shorthorns		Polled Shorthorns		Combined Total	
	This Month	This Year	This Month	This Year	This Month	This Year
Registration Certificates	1,848	19,432	700	7,858	27,290	26,940
Transfers	1,150	13,194	408	5,366	18,560	18,847
Life Memberships	16	183	2	33	216	230

The Shorthorn Club of America

Do you know you are a member of the Shorthorn Club? Any year that you register a Shorthorn with the American Shorthorn Association, and pay your annual dues, you become a member of The Shorthorn Club. This Club was organized in 1935 for the express purpose of promoting Shorthorn cattle, and conducted many worthwhile projects throughout its years of operation. In the late 1950's, the Club became inactive, and the time of the National Western Stock Show in January, 1962, in Denver, a new board of directors was elected, and this board met in late April to organize a plan of action for the club to follow for the promotion of Shorthorns.

There are three main phases of the Shorthorn business in which the Club will be very active. First, and most important, is the commercial Shorthorn business. Along this line, the Club has secured the part-time services of Mr. Albert Hamann, Rock Rapids, Iowa, to help establish a clearing house for commercial cattle. Albert has spent much of his time in the West, selecting cattle for feedlots, helping establish feeder sales, and more purebred bull sales. He is co-operating with the field force of the American Shorthorn Association now to establish new sales. This project will fit well into his program, and if you have any commercial Shorthorns you want to buy or sell, please let Albert know what you have or need, and we can make the purchase of commercial Shorthorns easier for prospective customers.

The second phase is important to the purebred breeder. The Shorthorn Club will sponsor, in the spring of 1963, a National Sale, of the type established by the Polled Shorthorn Society, to contain the tops of the nation's leading herds, and to be moved from place to place each year. There will be more information on this sale coming soon, as to date, place, etc. The goal of this sale is to sell nearly 100 head of Shorthorn cattle for a four-figure average, and make this a prime example of what good Shorthorns can do. By moving from one area to another, we can interest new breeders in top Shorthorns without asking them to travel a great distance to find them. Keep this sale in mind, and earmark some of your top calves for this event right now.

The third phase of Club activities concerns the Junior Members. Many of our leading Shorthorn breeders of today started as 4-H members. One of the best markets for Shorthorn calves is the club calf trade every fall. Many youngsters buy steer calves, and when they are fed out, they are completely out of business. We would like to influence more youngsters to start with heifer projects, and stay in the Shorthorn business. With this in mind, the Shorthorn Club is organizing a National Semen Bank, to make semen from top Shorthorn bulls available to any youngster with three females or less, and whose father or close relative within 20 miles doesn't have a registered Shorthorn bull to mate these females with. This plan has been in operation in Illinois for nine months, and 32 youngsters have serviced 40 females through the semen bank. Many of these youngsters would have purchased females of other breeds if this service hadn't been available. To make the National Semen Bank successful, we will need the co-operation of every Shorthorn breeder in America, for donations of semen, and to help us tell the story of the semen bank to these youngsters. Over 50 artificial breeding units have been contacted, and have guaranteed their full co-operation. If you have any frozen semen you would like to donate, or would like to donate a collection from one of your bulls, please contact Paul Potter, Secretary, Shorthorn Club of America, Big Rock, Illinois. We need your help, and we need it now. Let's go all the way with Shorthorns!

Facts About Our Association Not Generally Known

In order to register the offspring resulting from the use of artificial insemination, it is an *absolute requirement* that the owner of the bull from which the semen is obtained sign the space as Owner of Sire on the application for registry. If the semen is obtained from a breeding service owning the bull, an authorized individual from that service must sign the application for registry.

We have on hand for your use upon request individual Service Records for Bulls and Progeny Records for Females.

AMERICAN SHORTHORN ASSOCIATION

LIVESTOCK EXCHANGE BUILDING • OMAHA 7, NEBRASKA

Edgar A. Hummer
Dunkirk, Ind.

RR# 1

*

Bulk Rate
U. S. Postage
PAID
Omaha, Neb.
Permit No. 878